

SHREWSBURY MEDIA CONNECTION

SPAC TV-33 SETV-34

SGTV-35

SMC's Mission

To build community, empower the individual, and ensure First Amendment expression through the utilization of communication technologies.

Shrewsbury Media Connection presents community programming in three areas; Public on Cable Channel 33, Educational on Cable Channel 34 and Government Access on cable channel 35, through Shrewsbury Community Cablevision.

SMC provides free training in TV production, media literacy education, access to production equipment and studio, and access to programming time on the cable system. These resources are provided to the community's individuals and organizations on a first come, first serve, nondiscriminatory basis.

SMC Advisory Board

The Advisory Board consists of 5 members that are voted to two-year terms by the membership. John McDonald was appointed in 2003 to finish William Fitzgerald's term. The Advisory Board makes and enforces by-laws that govern SMC, and advise the staff on operation and budget issues.

Kelly Jefferson, Chair

Linda Turner, Vice Chair

Brian L'Heureux, Secretary

Nicholas Todisco, Jr.

John McDonald

SMC Staff

Bill Nay, Manager

Marc Serra, Access Coordinator

LoriAnne Bergman, Programming Coordinator

Elizabeth Desjardins, Educational Channel Coordinator

Maria Sheehan, Government Access Coordinator

Paul Gustafson, Technical Coordinator

SOME HIGHLIGHTS of 2003

The Cable license was renewed in 2003 with SELP/SCC being renewed as the license holder for another 10 years. SMC's place in the community was reaffirmed during the licensing process and continual support from Cable was confirmed.

Maria Sheehan joined the staff of the Media Connection in March, taking over the coordination of the Government Channel. Laurie Hogan left the position to pursue

personal endeavors. Maria brings experience from the broadcast industry and worked for several years in the School District's Television Department.

Digital playback of community programs was introduced in 2003. DVD's and digital tape are currently the formats of choice for Community Producers.

Summary of P.E.G. Access

Activities for 2002

SMC averaged 60 hours a week of original programming on 3 Channels.

Public averaged	37 hours original programming per week
Educational	17 hours original programming per week
Government	6 hours original programming per week

PROGRAMMING

SMC programming is divided into public, educational and governmental access.

Together SMC programming filled over 16,000 hours on Channel 33, 34 and 35 for an average of over 300 hours per week in 2003. Of this, an average of nearly 60 hours per week are first time/original programs. SPAC community producers made or sponsored over 1600 individual programs during the year.

GOVERNMENTAL ACCESS

Every Selectmen meeting, all Town Meetings, all election results, every School Committee meeting, and a large number of Planning, Zoning and Finance and other board and committee meetings were all cablecast live or on tape. The Town Manager and Selectmen continued with their popular Q and A shows, and many other specials highlighted important government issues. In all a total of 395 meetings and government related programs were shown on channel 35.

SHREWSBURY EDUCATIONAL TELEVISION

SETV channel 34

The new High School studio was brought on-line in 2003. This provided the Educational Channel with lots of new programming from the schools and the renewal of the satellite downlinked programming from NASA and other educational sites. SETV logged 17 hours of original programming each week.

EDUCATION and TRAINING

A variety of courses available to the public, were held throughout the year. They included:

- ♦ Basic portable production
- ♦ Digital editing on Mac computers introduced
- ♦ Computer graphics and advanced graphics
- ♦ Advanced Field Production
- ♦ Studio production

- ♦ KidVid special seminars for children 10-13 years old

These courses are free to all residents and enable them to produce their own programs.

Over 60 residents took part in television classes at SPAC in 2003.

Shrewsbury Media Connection is funded by a percentage of Cable revenue as stipulated in the Cable License Agreement enacted in 1983 and renewed in 1993 and 2003.